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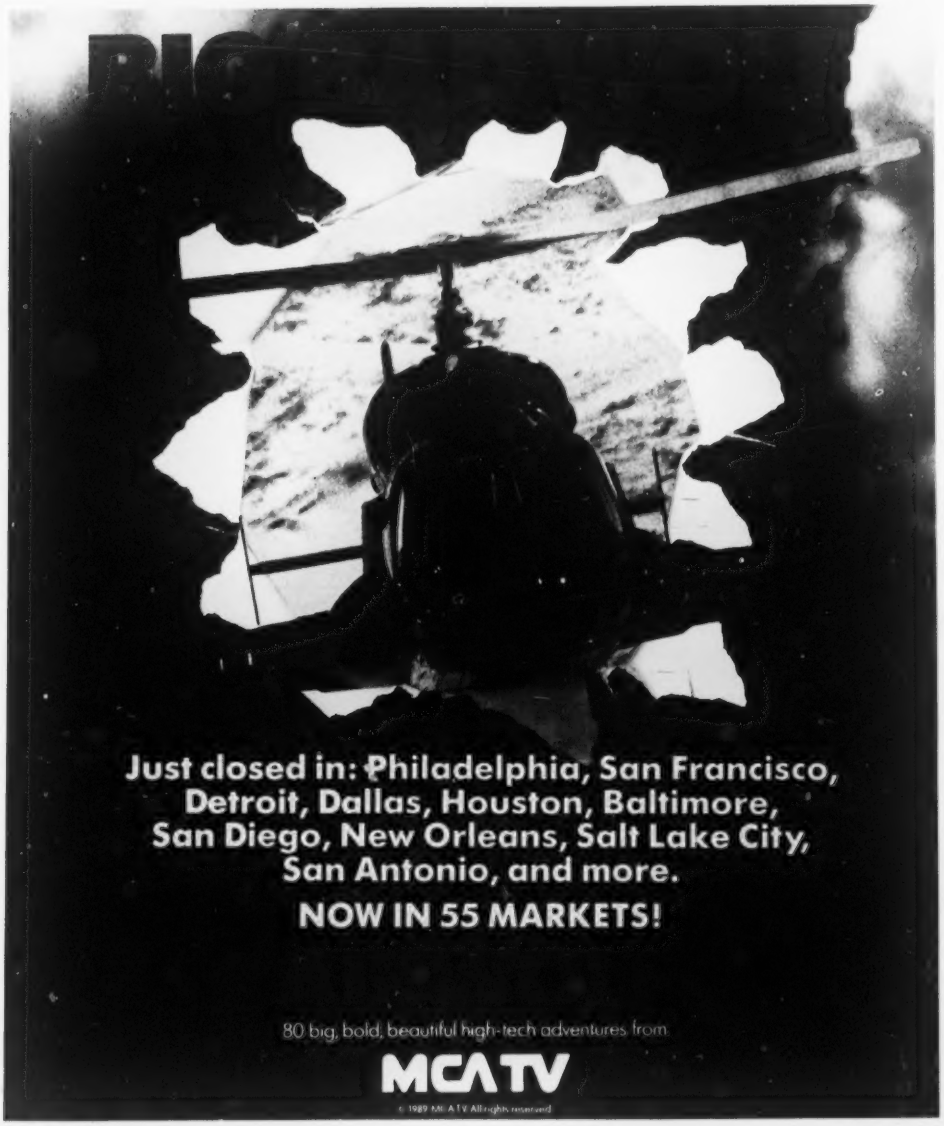
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 17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58th Year 1989

Criticizing cable: The drums grow louder

Bush stands fast on fairness

Broadcasting Apr 17

Vol. 116 No. 16

Cable under fire...

NCTA President Jim Mooney (r) is key witness defending cable on Capitol Hill during hearing at which Senate Antitrust Subcommittee Chairman Howard Metzenbaum (D-Ohio) says he has two cable reregulation bills in works. **PAGE 27.**

World's largest market...

By end of 1992, 12 countries of European Community are to have eliminated tariff barriers separating them, creating single market—world's largest. Examination of its impact, plus preview of this week's MIP-TV international TV programing marketplace, begins on **PAGE 35.**

Fewer viewers...

Three-network share of prime time viewing audience for season ending April 16, falls to its lowest average yet, despite presence of such ratings grabbers as NBC's *The Cosby Show*—which is still number one. **PAGE 29.**

Bill Cosby

30 **SOMETHING NEW**
NBC unveils its 1989-90 Saturday morning schedule, introducing four new shows designed to recapture network's former top position for daypart.

30 **ENVELOPE PLEASE**
Twenty-nine radio, television and cable programs are honored with George Foster Peabody Awards.

31 **STREAMLINING**
Gulf + Western says it will sell its financial services subsidiary to concentrate on its media and entertainment business.

33 **WRIGHT STAND**
NBC President and CEO Robert Wright supports cable industry's stand on preventing telephone companies from getting into television business.

46 **DAY FOR NIGHT**
ABC Entertainment continues testing its live, late-night entry, *Day's End*, on individual affiliate stations in 20 markets through May.

51 **CZAR OF PROGRAMING**
About 450 noncommercial TV executives discuss appointing single national programing executive. Corporation for Public Broadcasting expresses doubts about appropriateness of such move.

52 **CABLE FEST**
Annual gathering of Cabletelevision Advertising Bureau in New York is forum for optimistic industry reports. Operators are told that promotion is key to increasing viewership—and ultimately advertising revenue.

54 **AM IMPROVEMENT**
FCC moves to curtail interference in AM band, hoping to close AM-FM fidelity gap.

56 **MORNING DRIVERS**
Legendary radio personalities discuss programing issues affecting morning drive time. Bob Steele, who has worked mornings at WTIC(AM) Hartford, Conn., for more than 50 years, announces his retirement plans.

60 **TV FOR CHILDREN**
Senate Communications Subcommittee Chairman Daniel Inouye says he plans to introduce bill to fund children's educational programing for both commercial and noncommercial TV.

63 **BETTER OFFER**
New World Entertainment, which had earlier agreed to be bought by Pathe Entertainment, accepts higher offer from Andrews Group.

63 **BFM SHOWCASE**
Among issues tackled by Broadcast Financial Management Association at its annual meeting in Dallas are gaining access to America's television viewers and changing TV, radio and cable markets.

67 **TAPED TIME**
This week's look ahead to NAB examines new developments and enhancements of videotape recorders.

87 **FOR BETTER OR WORSE**
Since joining NBC in 1982, John Miller has helped promote network through its third-place days to its current top-ranked status.

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key members of Congress.

Comparative new process is also at issue in Marco, Fla., case. FCC approved settlement in which license for new FM in Marco will go to established broadcaster who was not among original applicants. Several citizen groups have petitioned FCC to reconsider approval, contending that it circumvented established procedures designed to promote diversity of ownership in broadcasting.

Compulsory License

FCC voted in October 1988 to recommend Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programing services (BROADCASTING, Oct. 31, 1988).

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Capital Cities/ABC, Great American Broadcasting (formerly Taft Broadcasting) and New England Television (WNEV-TV Boston) were first to apply for waivers under new policy; their requests are pending.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business system," including consumer equipment manufacturers, programers and cable operators, last as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. C-band satellites, top cable operator Tele-Communications Inc., through subsidiary, Tempo Enterprises, and group broadcaster Hubbard Broadcasting are among applicants proposing to launch services as early as 1992.

FCC staff says that, once its paired orbital assignment proposal is settled—not for "several months"—assignments will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

High-Definition TV

FCC's advisory committee on advanced tele-

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,948	268	5,216
Commercial FM	4,174	676	4,850
Educational FM	1,383	257	1,640
■ Total Radio	10,506	1,201	11,706
FM translators	1,689	392	2,081
Commercial VHF TV	545	24	569
Commercial UHF TV	517	229	746
Educational VHF TV	121	6	127
Educational UHF TV	217	28	245
■ Total TV	1,400	287	1,687
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,717	118	2,835
UHF translators	2,111	457	2,568

CABLE†

Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

April 27—*National Radio Standards Committee* meeting. Room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

April 27-29—*Broadcast Education Association*'s 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 28—"Current Business Opportunities in HDTV," seminar sponsored jointly by law firm of *Davis, Graham & Stubbs* and *HDTV Newsletter*. Ramada, Las Vegas. Information: Renee Friedman, (303) 892-9400.

■ **April 28**—Eighth annual Legal Forum, "Representing Your Local Broadcaster," sponsored by *American Bar Association* and *National Association of Broadcasters*, held prior to NAB convention (see below). Keynote luncheon speech: Susan Wing, Hogan & Hartson. Las Vegas Hilton, Las Vegas. Information: Susan Kaiser, (312) 988-5666.

April 28-29—*Texas Associated Press Broadcasters* annual convention and awards banquet. Marriott, Austin, Tex. Information: Diana Jensen, (214) 220-2022.

April 29—*Maximum Service Telecasters* annual membership meeting, held during National Association of Broadcasters convention (see below). Ballrooms F-G, Las Vegas Hilton, Las Vegas.

■ **April 29**—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Carter Presidential Center, Atlanta. Information: (404) 522-8971.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 29-May 3—37th general assembly of World Federation of Advertisers, hosted by *Association of National Advertisers*, Washington. Information: (212) 697-5950 or (202) 659-3711.

April 30—*Digital audio interfacing committee* meeting. Meeting room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

May

May 1—*Maximum Service Telecasters* engineering breakfast, held during National Association of Broadcasters convention (see above). Ballroom F-G, Las Vegas Hilton, Las Vegas.

May 1—*Royal Television Society* annual meeting, hosted by Capital Cities/ABC, during National Association of Broadcasters convention, Las Vegas. Information: in London, (011)-44-1-387-1970.

May 2—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see listing above), Las Vegas Hilton, (212) 586-2000.

May 3—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable: Chasen's, Los Angeles. Information: (213) 652-0222.

May 3—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: Michael Laibson, executive producer, NBC-TV's *Another World*. Copacabana, New York. Information: (212) 765-2450.

May 4-6—*National Association of Telecommunications and Advisors* regional telecommunications conference. Red Lion Inn, Portland, Ore. Information: (202) 626-3160.

May 7-10—*Canadian Cable Television Association* 32nd annual convention and "Cablexpo." Theme: "Picture Tomorrow." Metro Toronto Convention Center, Toronto. Information: (613) 232-2631.

May 8-9—*Corporation for Public Broadcasting* board meeting. Washington.

May 9—*Action for Children's Television* Achievement in Children's Television awards. Bartos Theater, Massachusetts Institute of Technology Media Laboratory, Cambridge, Mass. Information: (617) 876-6620.

■ **May 9**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Ted Turner. Question and answer session follows speech. Beverly Wilshire hotel, Los Angeles. Information: (818) 769-4313.

May 10—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: Dick Kurlander, VP-director of programing, Petry Television. Copacabana, New York. Information: (212) 765-2450.

■ **May 10**—*Foundation for American Communications* public and the press conference, "Fear, Trust and Acceptable Risk: New Challenges for the Public and the Press." National Press Club, Washington. Information: (213) 851-7372.

May 11—Presentation of National Media Owl Awards by *Retirement Research Foundation* for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605, (312) 427-5446.

Errata

In April 10 list of **Arbitron February sweeps** results, **CBS affiliate in Louisville, Ky.**, should have been listed as being **tied with NBC for first with 95,000 total survey area households.** And in **Joplin, Mo.-Pittsburg, Kan.**, correct numbers are **ABC, 25,000; CBS, 32,000, and NBC, 28,000**

May 11-15—*American Women in Radio and Television* 38th annual convention. Theme: "Taking Charge of the Future." Speakers include FCC Chairman Dennis Patrick; Elizabeth Dole, secretary, Department of Labor; FCC Commissioner James Quello; Brenda Fox, VP-general counsel, National Cable Television Association; Jeff Smulyan, president-chairman, Emmis Broadcasting, and Stanley Hubbard, president-CEO, Hubbard Broadcasting. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 14-16—*National Federation of Community Broadcasters* annual conference. Berkeley conference center, Berkeley, Calif. Information: (202) 797-8911.

May 15—Annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 16—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon, honoring Larry King. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 17—*New Jersey Broadcasters Association* annual engineering seminar. Woodlawn, Douglass College, New Brunswick, N.J. Information: (201) 247-3337.

May 17—*Academy of Television Arts and Sciences* forum luncheon. Keynote speaker: William Sessions, FBI director. Beverly Wilshire hotel, Los Angeles.

May 17-18—*Ohio Association of Broadcasters* spring convention. New Market Hilton, Canton, Ohio.

May 17-20—*American Association of Advertising Agencies* 71st annual meeting. Speakers include NBC News President Michael Gartner. Greenbrier, White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-24—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas. Information: (202) 775-3629.

May 21-27—*Input '89*, international public television screening conference, "annual forum for the exchange of program ideas among producers, programers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

May 22—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York. Information: (212) 586-2000.

May 22-24—*Association of National Advertisers* creative advertising, media strategy, promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

May 23—Presentation of Best on Long Island Awards for "outstanding marketing and advertising campaigns," sponsored by *Long Island Advertising Club*. John Cranford Adams Playhouse, Hofstra University, Hempstead, N.Y.

May 23—*Broadcast Pioneers, Philadelphia chapter*, "Person of the Year" award, to Eugene McCurdy, past president of Pennsylvania Association of Broadcasters and past chairman of Association of Independent Television Stations. Adam's Mark hotel, Philadelphia.

May 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Washington Marriott.

May 24—Entertainment and sports conference, sponsored by *Foundation for Accounting Education*, Grand Hyatt, New York. Information: (212) 973-8374.

May 24—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: David Poltrack, senior VP-research and planning, CBS Marketing Division, CBS/Broadcast Group. Copacabana, New York. Information: (212) 765-2450.

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May 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards for excellence in local achievement, honoring stations that represent "best ideals of community involvement and service," open to all U.S. radio stations, regardless of membership in NAB. Information: (202) 429-5420.

June

June 2-4—*Chesapeake Associated Press Broadcasters' Association* annual convention. Dunes Manor Inn, Ocean City, Md. Information: (301) 539-3524.

June 3—*Florida AP Broadcasters* 41st annual meeting and awards luncheon. Airport Marriott hotel, Tampa, Fla.

■ **June 3-5**—Sixth annual ShowBiz Expo, exposition of tools, techniques and services for film and video professionals. Los Angeles Convention Center. Information: (213) 668-1811.

June 3-6—Summer Consumer Electronics Show, sponsored by *Electronic Industries Association*, McCormick Center, Chicago. Information: (202) 457-8700.

June 4-10—Banff Television Festival, sponsored by governments of Canada and Alberta, Canadian TV stations, corporate sponsors and individual contributors. Banff, Alberta. Information: (403) 762-3060.

June 7—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by Federal Communications Bar Association and BROADCASTING magazine. Hyatt Regency Washington, on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

June 8-10—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Desmond Americana hotel, Albany, N.Y.

June 8-11—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

■ **June 9-10**—Sixth annual Broadcasting-Taishoff seminar, sponsored by *Sigma Delta Chi Foundation*. Speakers include Van Gordon Sauter, former president of CBS News, and Arthur Lord, director of special news operations, NBC News, Los Angeles. Information: (312) 922-7424.

June 10-13—*American Advertising Federation* annual national conference. J.W. Marriott, Washington. Information: (202) 898-0089.

June 11-14—*JCPenney-University of Missouri* Community Leadership Television Awards workshop. University of Missouri, Columbia, Mo. Information: Karlan Massey, (314) 882-7771.

■ **June 13**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Lee Iacocca. Beverly Wilshire hotel, Los Angeles. Information: (818) 769-4313.

June 14-16—*University of Missouri School of Journalism* management seminar for broadcast news directors. UM campus, Columbia, Mo. Information: Charles Warner, (314) 882-6883.

June 14-16—International Radio Festival of New York and International Advertising Festival, featuring awards banquet. Sheraton Center, New York. Information: (914) 238-4481; fax, (914) 238-5040.

June 15-18—"The Use of Microcomputers in Station Management," *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 15-18—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

■ **June 17-19**—*Alabama Broadcasters Association* spring/summer convention. Lake Guntersville lodge and convention center, Guntersville, Ala. Information: (205) 942-4571.

June 17-22—16th International Television Symposium, Montreux, Switzerland. Information, in Montreux: (41) (21) 963-32-20.

June 17-23—*National Association of Broadcasters* executive management development seminar for radio executives. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5420.

June 19-23—*Gannett Center for Media Studies* Leadership Institute. Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

June 20-23—*National Association of Broadcasters* summer board meeting. Washington.

June 21—*Radio Advertising Bureau's* 22nd annual radio workshop. Waldorf Astoria, New York. Information: Anne Bendalin, (212) 254-4800.

June 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott, Washington.

June 21-24—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* 33rd annual seminar. Cobo Center, Detroit. Information: (213) 465-3777.

June 22-24—*Maryland/District of Columbia/Delaware Broadcasters Association* convention. Hyatt Regency, Baltimore.

June 23-25—"Focus on Use of Microcomputers in Programing," management seminar sponsored by *NATPE Educational Foundation* and *San Diego State University*. Princess Resort hotel, San Diego. Information: Sarah Key, (213) 282-8801.

June 29—Telecast on NBC-TV of 16th annual Daytime Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Grand ballroom, Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

July

July 9-11—*Iowa Broadcasters Association* summer convention. Dubuque, Iowa.

July 9-12—*New York State Broadcasters Association* 28th executive conference. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 12—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Michael King, president-chief operating officer, King World. Los Angeles. Information: (213) 652-0222.

July 13—Presentation of *National Federation of Local Cable Programers* awards. Dallas. Information: (916) 456-0757.

■ **July 18-20**—*Florida Cable Television Association* annual convention. Registry hotel, Naples, Fla.

July 24—Presentation of first "Viddy Award," sponsored by *National Academy of Television Journalists*. Omni CNN Center, Atlanta. Information: Dave Walker, (404) 262-9155.

July 27-29—*Louisiana Association of Broadcasters* radio-television management session. Bentley hotel, Alexandria, La. Information: (504) 383-7486.

July 28—Syndtel, annual press preview of first-run TV programing held during annual *Television Critics Association* press tour. Century Plaza, Los Angeles. Information: Brett Holmes, (213) 653-3900.

August

Aug. 17-20—*West Virginia Broadcasters Association* 43rd annual meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 20-23—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

Aug. 27-29—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

The Fifth Estate

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NBC wins penultimate prime time week, CBS takes second

Nielsen	□	Net	□	Show
1	23.3/35	A		Roseanne
2	22.4/38	N		Cosby Show
3	22.2/36	N		Cheers
4	21.5/36	N		Different World
5	21.3/34	C		60 Minutes
6	21.2/32	C		NCAA Championships
7	20.6/36	N		Golden Girls
8	19.9/35	N		Empty Nest
9	19.7/33	N		L.A. Law
10	19.3/29	C		Murder, She Wrote
11	19.2/30	N		Dear John
12	19.1/28	A		ABC Mystery Movie
13	18.6/29	A		Wonder Years
14	18.4/31	A		Who's the Boss?
15	18.2/28	A		ABC Sunday Movie
16	18.2/34	N		Hunter
17	17.9/30	N		Unsolved Mysteries
18	17.4/26	N		NBC Sunday Movie
19	17.1/26	A		Anything But Love
20	17.0/26	N		In the Heat of the Night
21	16.8/27	N		Matlock
22	16.1/26	N		Night Court
23	15.9/27	C		Knots Landing
24	15.7/25	N		Hogan Family
25	15.3/25	N		ALF
26	15.1/26	A		Growing Pains
27	15.1/28	N		Amen
28	15.0/25	A		Head of the Class
29	15.0/24	C		Jake and the Fatman
30	14.6/26	A		Full House
31	14.6/25	C		Dallas
32	14.6/22	N		NBC Monday Movie
33	14.2/26	A		20/20
34	13.9/24	C		CBS Sunday Movie
35	13.8/23	N		Midnight Caller
36	13.8/22	N		My Two Dads
37	13.7/24	A		Mr. Belvedere
38	13.7/23	A		thirtysomething
39	13.5/21	N		Family Ties
40	13.4/21	A		MacGyver
41	13.3/25	N		227
42	13.2/23	N		Nightingales
43	13.0/22	A		Just the Ten of Us
44	13.0/25	A		Perfect Strangers
45	12.6/20	A		Robert Guillaume Show
46	12.3/19	N		Day by Day
47	12.1/21	A		China Beach
48	12.1/19	C		Equalizer
49	12.0/21	C		Wiseguy
50	12.0/18	F		Married...With Children
51	11.8/21	C		Falcon Crest
52	11.5/20	N		Magical World of Disney
53	10.9/18	A		Coach
54	10.8/17	C		CBS Tuesday Movie
55	10.7/20	C		Beauty and the Beast
56	10.0/16	F		America's Most Wanted
57	10.0/18	N		Unsub
58	9.3/16	C		48 Hours
59	9.1/15	C		Live-In
60	8.8/16	C		CBS Saturday Movie
61	8.6/13	C		Heartland
62	8.5/16	C		Paradise
63	8.3/13	C		Tour of Duty
64	8.2/14	C		Hard Time on Planet Earth
65	8.1/13	A		ABC Family Classic
66	8.1/15	A		Mission: Impossible
67	8.0/14	N		Quantum Leap
68	7.7/14	N		Sesame Street: 20-Still Counting
69	7.5/13	A		Great Circuses of the World
70	7.4/13	A		Man Called Hawk
71	6.9/12	F		21 Jump Street
72	6.2/10	A		Moonlighting
73	5.1/9	A		Heartbeat
74	5.1/9	F		Cops
75	4.7/7	F		Garry Shandling Show
76	4.1/8	A		Men
77	4.0/7	F		Beyond Tomorrow
78	3.8/7	F		Reporters
79	3.7/5	F		Tracey Ullman Show
80	3.1/5	F		Duet

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Cassandras *

(Week ending April 2)

	Rtg.	Show	Stns.	Covg.
1	15.0	Wheel of Fortune, syn.	228	99
2	13.0	Jeopardy	208	96
3	10.8	Cosby Show	197	97
4	10.2	Star Trek	235	97
5	9.0	Nat'l Geo. On Assignment	137	92
6	8.8	Oprah Winfrey Show	213	99
7	7.2	Entertainment Tonight	161	92
8	7.0	Current Affair	143	89
9	6.8	Wheel of Fortune, wknd.	157	82
10	6.6	Donahue	221	97
11	6.4	Tri-Star Showcase	113	88
12	6.3	Magic II, special	131	85
13	6.1	Geraldo	191	98
14	5.6	People's Court	185	91
15	5.6	Star Search	148	93

The following programs are included, but not ranked:

7.5	Wrestling Network	143	90
9.2	World Wrestling Fed.	245	97

* Nielsen syndicated weekly pocketpiece

over at the moment. The Atlanta Braves are seen on WTBS(TV) and are a large part of the summer programing block. The Hawks are also on WTBS, sharing time with the NBA, in addition to being on local broadcast and on PPV on one cable system. The NBA, however, will move to TNT once it reaches 30 million homes, which is likely to occur by next season, since TNT, as of last week, was in 27 million homes.

Since the service's territory will include North and South Carolina, Georgia, Tennessee, Alabama and Mississippi, and possibly Kentucky and Louisiana, other college conferences may also be included, such as the Atlantic Coact Conference. There are also the NBA Charlotte Hornets, in their first year in the league, and they do not have a cable contract. All told, there are 4 4 million cable subscribers in the six core ates.

McGuirk said he was "not worried about tonnage" for the service, expected to run initially six hours or so each evening. Turner hopes to have the service launched this fall.

Marc Lustgarten, president and chief executive officer, Rainbow Program Enterprises, which has purchased the Z Channel, told a New York chapter of the National Academy of Television Arts and Sciences that it would turn Z Channel to an all-sports service, and place its movies on Rainbow's Bravo cultural service. The sports service, to be renamed SportsChannel Los Angeles, would serve as SportsChannel America's Los Angeles outlet, carrying national and local sports. Its prime programing is the NHL and baseball's California Angels and Los Angeles Dodgers.

SportsChannel Los Angeles will go head to head with the Bill Daniels-owned Prime Ticket regional cable sports network in southern California. NBC joined SportsChannel as 50% owner late last year (the deal is expected to close soon), but expansion plans will likely be more difficult since the Daniels group of sports networks has been strengthened by the addition of TCI.

NBC President Bob Wright spoke about the increasing competition in regional sports last week in Washington. "Realistically it was never intended by me that by simply announcing that we were active in several regions we would automatically be the premiere service in every region," Wright said. That cable operators in large markets "are looking for ways to participate is perfectly reasonable. I think we'll have to hold ourselves out as being an attractive alternative to other options and to present ourselves to cable operators in the major markets," Wright said, as a startup vehicle or on the accumulated strength of the programing. "There is a big difference between being a programing company and being a cable company," he said. "And there is a whole different list of problems and issues. We'll just have to try and do our best to entice people to deal with us as a regional sports opportunity. There's going to be competition. That's the way the world is."

Lustgarten, whose SportsChannel New York lost the New York Yankees to Madison Square Garden Network, discussed how programers are "jamming" the cost of events down the throats of all subscribers, forcing them to pay whether they want to or not. (Cablevision Systems, which owns SportsChannel, is locked in a dispute with MSG over carriage of the Yankees on basic.) If these transactions continue, said Lustgarten, basic cable as it is known today will disappear.

On the MSG controversy, Lustgarten again accused the press of missing the point. "The issue is not in terms of whether the Yankees should be available to everyone; all agree on this," he said. The issue is being characterized as the distributor telling the retailer what to do, and "this is unheard of; it's anti-consumer," he said.

On new launches, Lustgarten said: "We will expand sports channels into as many markets as is economically feasible." □

New for NBC's Friday

NBC will premiere two new Friday night series this month. ***Dream Street***, an hour-long drama from Marshall Herskovitz and Edward Zwick, creators of ABC's ***thirtysomething***, makes its debut Friday, April 21, at 10-11 p.m. The show will replace ***Unsub***, which completes its eight-episode run, averaging a 10.1 rating/20 share for six already seen episodes. Replacing ***Father Dowling***, which is also finishing its trial run, will be ***The Jim Henson Hour***, at 8-9 p.m. ***Father Dowling*** averaged a 13.2/22 over seven episodes. The two new shows will join ***Quantum Leap***, a science fiction/adventure series that premiered Friday, March 31, at 9-10 p.m.